

VIEWING IN A SENIOR SECONDARY CLASS : *Seatbelt and safety*

A. viewing activity 1

A.1 A strange sound echoes in the countryside. Where does it come from?

- a. Thunder strikes a tree b. Carpenters are cutting down a tree c. A car crashes on a tree

A.2 (Alternatively) View the scene, listen to the sound and guess where it comes from

B. viewing activity 2

2.1 View the next part and fill in the box with the exact **number** of :

a. the dead victims

b. the people who survived

2.2 Divide into pairs. Discuss the reason why the person(s) survived.

C. Viewing activity 3

This is actually a commercial video clip. The last scene includes a **slogan**. You are an advertisement designer who has been asked to think of a slogan for this clip. Work with your group to guess what this would be.

Attention! All members of each group think of a slogan. Then they vote on the best one to represent their group.

Now **view the last part**, and the slogan used.

You are working for the British Ministry of Transport and you are the one who has selected this clip to encourage seatbelt wearing. You decide to conduct a survey among your fellow citizens to collect information about its effectiveness

	Very much	A little	Not so much	Not at all
1. Did you like the story?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Did you find the story shocking or provocative?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Is the commercial realistic?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Do you think the slogan is appropriate?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Do you think the commercial can persuade people to wear seatbelts?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Post-viewing activity

1. (More capable students - group work): Think of a scenario for the following slogan:

“Life is full of surprises”.

2. (Less capable students – group work): Describe and present **the smartest commercial clip** you watch on TV and *explain* why you like it.